## ORDER

Orders Order / Rev: 688357 Alt Order #: 06165367 Product Desc: KAINE FOR SENATE WUSA Estimate: 11224 Flight Dates: 09/10/12 - 09/16/12 Primary AE: Aaron Ashe Original Date / Rev: 06/05/12 / 06/05/12 T-WAS Sales Office: Order Type: Political NAT Sales Region: Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 Agency Commission: 15% Advertiser Name: Kaine, T/D/Sen/VA A35+ Demographic: New Business Thru: Product Codes: PL-US Senate Order Separation: 00:15:00

Start Date / End Date

DIII Dian

**Account Executives** 

Account Executive

Market

Priority:

Revenue Codes:

Bill Plan				Total
Start Date	End Date	# Snots Gross Amount	Not Amount	Month

100%

P-5

AGY, GEN, POL

Sales Region

\$210,869.57

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	\$48,500.00	\$41,225.00	0.00
Totals	48	\$48,500.00	\$41,225.00	0.00

Order %

100%

Advertiser External ID: Agency External ID:

08/27/12 09/16/12 48 \$48,500.00 \$41,225.00

Sales Office

 Order Share
 Share
 Total

 WUSA
 23%
 \$48,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$2,108.70
WDCA	1%	\$2,108.70
WJLA	19%	\$40,065.22
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$73,804.35
WTTG	21%	\$44,282.61
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
E 1		09/10/12	09/13/12	5-6a 9 News @ 5a 9News @ 5a	CM CM	5-6a	M-WT	:30	3	\$400.00P-2	0.00 NM	3	\$1,200.00
	1X/DAY										- 1		
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
V	/eek: 09/	10/12	09/16/12	M-WT	3	\$400.00	0.00						
E 2	WUSA	09/10/12	09/14/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-WTF	:30	4	\$450.00P-2	0.00 NM	4	\$1,800.00
	1X/DAY			3110113 @ 00							- 1		

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WUSA

Order / Rev:

688357

Advertiser:

Estimate:

Kaine,T/D/Sen/VA

Alt Order #: Flight Dates: 06165367 09/10/12 - 09/16/12

Product Desc: KAINE FOR SENATE

11224

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2	WUSA	09/10/12	2 09/14/12	6-7a 9 News @ 6a 9News @ 6a	a CM	6-7a	M-WTF	:30	4	\$450.00P-2	0.00 NM	4	\$1,800.00
	1X/DAY			3146#3 @ 08									
W	<u>Star</u> eek: 09/1	<u>t Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> M-WTF	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
				CBS This Morning	CM	7-9a	W-F	:30	2	\$250.00P-2	0.00 NM	2	\$500.00
	1X/DAY			CBS This Morning	9								
141		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/1 WUSA		09/16/12 2 09/13/12	Price Is Right	CM 2	\$250.00 11a-12p	0.00 MT	:30	2	\$325.00P-3	0.00 NM	2	\$650.00
	1X/DAY			The Price is Righ	t	•				•		_	***************************************
		t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/1		09/16/12	MT	CM 2	\$325.00 12-1230P	0.00	:30	1	\$300.00P-3	0.00 NM	1	\$300.00
E 3	WUSA	09/14/12	2 09/14/12	9 News @ Noon 9 News @ Noon	CIVI	12-1230P		.30	'	\$300.00F-3	U.UU INNI	'	\$300.00
10/	<u>Star</u> eek: 09/1	t Date	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
			2 09/13/12	<del></del>	СМ	1230-3p	WT	:30	2	\$375.00P-3	0.00 NM	2	\$750.00
	1X/DAY			Daytime		(12:30 PM-3:	00 PM)						
	<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	eek: 09/1 WUSA		09/16/12 2 09/10/12	WT 3-4p	CM	\$375.00 3-4p	0.00 M	:30	1	\$200.00P-3	0.00 NM	1	\$200.00
				The Doctors		•		-		•			•
w	<u>Star</u> eek: 09/1	<u>t Date</u> I 0/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
			2 09/14/12	•	СМ	4-5p	W-F	:30	2	\$275.00P-3	0.00 NM	2	\$550.00
	1X/DAY			Dr. Phil									
101	<u>Star</u> eek: 09/	t Date	End Date 09/16/12	Weekdays	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
				9 News @ 5p	CM	5-6p	M-WTF	:30	4	\$500.00P-2	0.00 NM	4	\$2,000.00
	1X/DAY			9 News @ 5p									
	<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/ WUSA		09/16/12	9 News @ 6p	CM	\$500.00 6-630p	0.00 M-WTF	:30	4	\$800.00P-2	0.00 NM	4	\$3,200.00
				9 News @ 6p									***
	1X/DAY Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/		09/16/12	M-WTF	4	\$800.00	0.00	:30		6750 00 D 2	0.00 NA		#2 000 00
			2 09/14/12	9 News Tonight 7 9 News Tonight 7	-	7-730p	M-WTF	:30	4	\$750.00P-2	0.00 NM	4	\$3,000.00
	1X/DAY Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	feek: 09/	10/12	09/16/12	M-WTF	4	\$750.00	0.00						
E 12	WUSA	09/15/1	2 09/15/12	9 News @ 6p Sal 9 News @ 6p Sa		Sat 6-630p	S-	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/ WUSA		09/16/12 2 09/15/12	CBS Evening Nev	ws Satu@M	\$350.00 Sat 630-7p	0.00 \$-	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
				CBS Evening Ne	ws Saturday	5-4-	D-Al						
_ w	<u> Star</u>  eek: 09	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
E 14	WUSA	09/16/1	2 09/16/12	9 News @ 630p \$ 9 News @ 630PI		630-7P	S	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
w	/eek: 09/	10/12	09/16/12	S	1	\$400.00	0.00					l	

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**WUSA** 

Order / Rev: 688357

06165367

Advertiser:

Kaine, T/D/Sen/VA

Alt Order #: Flight Dates:

09/10/12 - 09/16/12

**Product Desc:** 

Estimate:

KAINE FOR SENATE

11224

Ln Ch Start End Inventory Code **Break** Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount E 15 WUSA 09/10/12 09/14/12 Entertainment Tonight CM 730-8P M--TF--:30 \$700.00P-3 0.00 NM \$2,100.00 **Entertainment Tonight** 1X/DAY Start Date **End Date** Weekdays Spots/Week Rate Rating M--TF--Week: 09/10/12 09/16/12 \$700.00 0.00 Mon Prime B M----E 16 WUSA 09/10/12 09/10/12 CM 9-10P :30 1 \$3,500.00P-3 0.00 NM \$3,500.00 2 Broke Girls/Mike & Molly Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 M----Week: 09/10/12 1 \$3,500.00 0.00 Wed Prime B E 17 WUSA 09/12/12 09/12/12 9-10P --W----:30 1 \$5,000.00P-2 0.00 NM CM \$5,000.00 **Criminal Minds End Date Start Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 --W----1 \$5,000.00 0.00 E 18 WUSA 09/13/12 09/13/12 Thu Prime C CM 10-11P ---T---:30 1 \$5,500.00P-2 0.00 NM \$5,500.00 Mentalist Start Date **End Date** Weekdays Spots/Week Rating Rate ---T---Week: 09/10/12 09/16/12 1 \$5,500.00 0.00 E 19 WUSA 09/14/12 09/14/12 Fri Prime C CM 10-11P ----F--:30 1 \$4,000.00P-2 0.00 NM \$4,000.00 **Blue Bloods** (10:00 PM-11:00 PM) **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 09/10/12 ---F--09/16/12 \$4,000.00 0.00 E 20 WUSA 09/10/12 09/14/12 9 News @ 11p CM M-Su 11-1135p M-WTF--:30 4 \$2,000.00P-2 0.00 NM \$8,000.00 9 News @ 11p 1X/DAY **End Date** Weekdays **Start Date** Spots/Week Rate Rating 09/16/12 M-WTF--\$2,000.00 0.00 Week: 09/10/12 0.00 NM M-Su 11-1135p ----S-E 21 WUSA 09/15/12 09/15/12 9 News @ 11p CM :30 1 \$2,000.00P-2 \$2,000.00 9 News @ 11p **Start Date End Date** Weekdays Spots/Week Rating Rate ----S-Week: 09/10/12 09/16/12 \$2,000.00 0.00 1 M-Su 11-1135p ----s :30 1 \$2,000.00P-2 0.00 NM E 22 WUSA 09/16/12 09/16/12 9 News @ 11p CM 1 \$2,000.00 9 News @ 11p Spots/Week Weekdays Rating **Start Date** Rate End Date ----S Week: 09/10/12 09/16/12 \$2,000.00 0.00 1 0.00 NM E 23 WUSA 09/12/12 09/14/12 Letterman CM 1135P-1237A --W-F--:30 \$350.00P-3 2 \$700.00 Late Night with David Letterman 1X/DAY **Start Date End Date** Weekdays Spots/Week Rating Rate --W-F--Week: 09/10/12 09/16/12 \$350.00 0.00 :30 \$200.00P-3 0.00 NM E 24 WUSA 09/15/12 09/15/12 LF 1135p-1235a CM 1135P-1235A ----S-\$200.00 **Criminal Minds** Start Date **End Date** Weekdays Spots/Week Rating Rate ----S-Week: 09/10/12 09/16/12 \$200.00 0.00

Totals 48 \$48,500.00

ADD ZEW REP HEADLINE# 6165367 DELETE CON CM REP: AGENCY -ORDER START DATE-SEP10/12 PARTIAL LINE/S LINE/S KAINE FOR SENATE 2012 THANKS, PLEASE CONFIRM 6/5 \$48,500 \*\*NEW ORDER\*\* TO:NSA/NSM FROM: JESSI FOR AARON \*\*\*\* \* \* \* 318 MASSACHUSETTS AVE, WASHINGTON, DC 20002 ORIGINAL REV#0 \*\*\* THIS 48X SH Þ END DATE-SEP16/12 CASH IN ADVANCE SCHEDULE Z WK-1 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET 5/REP# 1/AGENCY# BIAS# 59/STATE TAX 11/RATE CARD 63/PCON 21/BILL 20/EOS 3/PROD# 2/ADVERTISER# 57/CO-OP TYPE 14/ORDER TYPE 7800 AGENCY CREDIT RISK !!! WK 458889 4/SLSP# EST#\*\*\*\* 64/ACON HARRIS MO-SU RPT. FAX# 703 528 7880 DATE MEDIA STRATEGIES & RESEARCH 58/CITY TAX 9/AREA AARON ASHE KAINE FOR SENATE POLI/T CO-OP KEY 17/RTG SVC 16/BYR 10/BILL FROM REP KAINE/D/SEN/VA CODE RACHAEL BEALE WASHINGTON, D/P REC# ISN JUN5/12 12.59
\*\*\* WUSA-TV \*\*\* 20

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	REP LN#
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1122	CLS SEC 13/ 14/
4	PLAN
	PLAN PRICE 16/
	SPT /WK
	RATE SPOT 18/
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	SPOT

PROGRAM : NEWS
CON COM1: 1X/DAY

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M, W-TH

500A-600A

30

09/10 09/13

\$400.00

ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6165367

CON COM1: 1X/DAY

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

JUN5/12 12.59

\*\*\* WUSA-TV \*\*\*

FAX# 703 528 7880

REP LN#	<u>CD</u>	DAYS		BEGIN TIME		PTRN	LNTH		END DATE	SEC 14/ PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD SC#	
2	;	M,W-F		600A-	700A		30	09/10	09/14	12		4	\$450.00		4
		RAM : COM1:													
3		W,F		700A-	A006		30	09/12	09/14	12		2	\$250.00		2
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										1/2	<b>.</b>				
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1	PROG	RAM :	THE I	OCTOR	s					.0.					
8		W,F		400P-	500P		30	09/12	09/14	13		2	\$275.00		2
_			DD D1												
		RAM :													
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9		M,W-F		500P-	600P		30	09/10	09/14	(/2	<b>-</b>	4	\$500.00		4
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10		M,W-F		600P-	630P		30	09/10	09/14	12	_	4	\$800.00		4
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		RAM :													
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JUN5/12 12.59

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1	\$2,000.00	۲	<sup>®</sup> Y	09/16 09/16	30 09	11002-11352	22 SUN
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ц	\$2,000.00	۲	47	09/15 09/15	30 09	1100P-1135P	21 SAT
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			2			BLUE BLOODS	PROGRAM :
4	\$4,000.00	۲	7	09/14 09/14	30 09	10001-11002	19 FRI
			P			MENTALIST	PROGRAM :
¥	\$5,500.00	۲	7	09/13 09/13	30 09	10006-11006	18 THU
			>			CRIMINAL MINDS	PROGRAM :
4	\$5,000.00	۲	1/2	09/12 09/12	30 09	40001-4006	17 WED
			5			TWO GIRLS/MIKE	PROGRAM :
1	\$3,500.00	۲	B	09/10 09/10	30 09	900F-1000P	16 MON
						ENT TONIGHT	PROGRAM :
<b>W</b>	\$700.00	ω	2	09/10 09/14	30 09	730P-800P	15 M, TH-F
			•			NEWS	PROGRAM :
1	\$400.00	μ	7	09/16 09/16	30 09,	630P-700P	14 SUN
			0,			NEWS	PROGRAM :
4	\$600.00	ب	47	09/15 09/15	30 09,	630P-700P	13 SAT
			<b>)</b>			NEWS	PROGRAM :
1	\$350.00	بر	7	09/15 09/15	30 09.	600P-630P	12 SAT
STATION CD SPOT	RATE SPOT 18/	SPT	PLAN CLS SEC PRICE 13/ 14/ PLAN 16/	BEGIN END	PTRN LNTH DA	BEGIN END	BS REP

REP HEADLINE# 6165367

REP: TEL# 703 528 7800 CREDIT ADVISORY: AGEN ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS RPT. F FROM REP

TIME TIME PTRN LNTH BEGIN DATE T3/ / 14/ PLAN -PLAN PRICE 16/ SPT RATE SPOT 18/ STATION CD SC# JUN5/12 12.59
\*\*\* WUSA-TV \*\*\* STS CD 23/ /LIN

PROGRAM : LETTERMAN 1X/DAY HN#

REP LN#

B

DAYS W,

23

1135P-1235A

30 09/12 09/14

N

\$350.00

N

CON COM1:

SAT 1135P-1235A

30 09/15 09/15

CONTRACT TOTAL
TOTAL SPOTS

48500.00

4 8

\$200.00

224

CRIMINAL MINDS

PROGRAM:

SEP/12 48500.00

MARKET TOTALS \$210,869 WUSA 23% WITG 21% WJLA 19% WRC 3 5 8 WDCA 1% WDCW 1% CABL 0%

SVC- NSI DEMOS- RA35+\*

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